

IN THE SPECIFICATION

Please substitute the new title for the title presentation found in the specification. "Order Accepting System."

Please substitute the following paragraphs for their counterparts found in the specification:

At page 12, the paragraph beginning on line 5 please change the paragraph to read:

The normal banner advertisement file 24 stores thereinto such image data used to produce a normal banner advertisement of an advertisement ~~sender~~ sponsor. In this banner advertisement, such an area used to indicate a point is not provided. Each of the stored image data may be discriminated from each other based upon either data ID or a data name.

At page 12 the paragraph beginning on line 18 please change the paragraph to read:

The very recent log file 27 stores ~~therinto~~ thereinto very recent log data 270 made by recording both a user ID of a user and an access day/time of this user who accesses the relevant site within a predetermined time period, for instance, 24 hours.

At page 13 the paragraph beginning on line 8 please change the paragraph to read:

Fig. 5 is a diagram for indicating an example of a structure of the ~~sender~~ sponsor point management data 280. In this drawing, the sponsor point management data 280 is arranged by a sponsor ID 281, a banner ID 282, a banner name 283, a banner data name 284, a point distribution 285, an appearing time period 286, an intensively appearing time period 287, a valid time period 288, and user information 289. The sponsor ID 281 is such information used to identify a sponsor who manages this data. The banner ID 282 corresponds to information used to identify a banner advertisement for indicating a point. The banner data name 284 is related to a data name (file name) used to produce a banner advertisement to be displayed. The point

distribution 285 corresponds to such information used to determine a relationship between a degree of a point to be displayed and an appearing time thereof. The appearing time period 286 corresponds to such an information used to determine an appearing time period of a point. The intensively appearing time period 287 corresponds to such information used to determine a valid time period of a point when the point is intensively displayed. The valid time period 288 corresponds to such information used to determine a valid time period of a point. The user information 289 corresponds to such information as to a user layer to which a point display is given.

At page 14 the paragraph beginning on line 10 please change the paragraph to read:

The arrangement of the ~~serve~~ server system 10 has been described above. This server system 10 is not apparently limited to the above-explained arrangement. The server system 10 may be arranged by employing not only a single computer system, but also a plurality of computer systems. In particular, in the storage apparatus, a so-called "mirroring" is performed, and a plurality of storage apparatus may preferably be provided in a distributed manner so as to protect a data loss, or a shut down of a server.

At page 15 the paragraph beginning on line 20 please change the paragraph to read:

Then the Web control unit 11 further executes a process operation for calculating a point to be displayed with respect to such a user who is separated as a point-applicable user. Thereafter, the Web control unit 11 displays a page 320 which notifies the user who may become such a point-applicable user, and then displays a menu page 340 containing such a banner advertisement to which a point is applied. It should be noted that a point is indicated in a banner advertisement related to an advertisement ~~senser~~ sponsor who provides this point.